

**VILLAGE OF CROTON ON HUDSON, NEW YORK**  
**PLANNING BOARD MEETING MINUTES – TUESDAY, September 27, 2011**

MEMBERS PRESENT:       Bruce Kauderer, Deputy Chairman  
                                  Fran Allen  
                                  Steven Krisky

ABSENT:                   Mark Aarons  
                                  Robert Luntz, Chairman

ALSO PRESENT:           Daniel O'Connor, Village Engineer

**1. Call to Order**

Meeting called to order at 8:10 p.m. by Deputy Chairman Kauderer.

**2. NEW BUSINESS**

- a) *Croton Auto Park – 1 Municipal Place (Sec. 78.12 Blk. 3 Lot 2) –  
Application for an Amended Site Plan Approval for installing free-standing  
sign at the corner of Municipal Place and South Riverside Avenue.*

Mr. Jason Anderson of Pharr and Anderson Architecture and Mr. Lou Giordano, owner of the dealership of Croton Auto Park were present. Mr. Anderson stated that the owner received Planning Board approval on January 11, 2011 for the proposed Chrysler Corporation mandated modifications to the façade of the existing Automotive Showroom & Service Facility. This consisted of new exterior signage, paint, and the construction of a new entry pylon. Since that time, Chrysler Corporation has mandated that all exterior free-standing signs be replaced with current 'Chrysler branded signage.'

Previously, one monument sign had been approved at a Planning Board meeting in January 2011 and this was located at the entrance of the S. Riverside Avenue. In the current site plan, Mr. Anderson has reworked the sign on the building and has added one monument sign that is located at the intersection of Municipal Place and S. Riverside Avenue. In April 2007, prior to Chrysler, there had been a Chevrolet monument sign at the intersection of S. Riverside and Municipal Place, but when they vacated they took this sign with them.

The applicant provided documentation that showed elevation views of the signage as well as their proposed locations on the site. Mr. Anderson explained that Chrysler conducted a site visit six weeks ago and recommended moving the existing monument sign located on the driveway at South Riverside and relocate it to where the Chevrolet sign used to be –at the corner of South Riverside Avenue and Municipal Place. This location would provide better branding and better visibility with a 29 ft. sign.

Mr. Kauderer asked if the sign that was being relocated was the same sign?

Mr. Giordano stated that the signs were made of polished aluminum. The new sign would have a changed logo and would add the RAM brand. At the new location, the sign would have more visibility because it is a busy intersection. He did not plan to have more than one brand sign installed.

Mr. Kauderer asked how tall the old Chevrolet sign had been.

Mr. Giordano said the old sign had been 28 feet tall. Based on the architectural renderings that Mr. Anderson had done, the footings of the new sign are three feet lower than the road.

Mr. Krisky pointed out that the sign is still eight feet higher than it previously had been. He asked the Village Engineer what the zoning code said about this.

The Village Engineer stated that the Planning Board could waive the height requirement. The Village Board had granted the Planning Board the authority to waive any sign requirements if the Planning Board deemed it appropriate.

Mr. Kauderer stated that although it was clear the VEB was not happy, in his opinion, he did not see a problem.

Ms. Allen stated that the sign seemed too high to be effective when a person drives by in a car and asked why the applicant wanted the sign so high.

Mr. Anderson explained that the sign sits back farther on the property in a lower section of ground.

Ms. Allen asked how far below the road was the footing?

Mr. Anderson said he would get this information to be accurate. The footings in the rendering are down at the pavement level. The property is actually further back because DOT owns the road.

Mr. Krisky commented that the VEB seemed to have an issue with the height of the sign.

Mr. Kauderer reiterated that that the sign looked acceptable to him.

Mr. Krisky stated that the sign would clearly dominate the corner given the wires, lights, telephone poles that are there. He expressed some concern about adding a big monument sign to this spot. Would it be possible to make it a 20 ft sign as per the zoning code?

Mr. Giordano responded that he believed he wouldn't get the visibility from the highway or S. Riverside Avenue. If one is headed south, the trees obscure the view. Mr. Krisky asked if Mr. Giordano thought that he would sell less cars if the sign was shorter; would it make much of a difference if the sign was less tall.

Mr. Giordano stated that from his point of view more branding would be better for marketing his cars.

Mr. Anderson believed that one taller brand sign was the best solution for the village rather than having two signs in two different locations.

Mr. Giordano stated that if he moved the larger sign to the intersection of Municipal Place and South Riverside Avenue, he would not have to keep two signs.

Mr. Anderson said this would eliminate the sign that was approved the last time in January 2011.

Mr. Kauderer agreed that one monument instead of two was a good idea.

Ms. Allen agreed as well. She said the sign that was proposed was more in a place where you would expect a sign to be.

Mr. Anderson stated that the sign was not taller than the building or the arch. Mr. Krisky commented that from the building it seemed visually taller.

Mr. Kauderer stated that it seemed that the VEB was mainly concerned about the location of the sign, not the height of the sign. It seemed that the applicant was essentially recreating the sign that was there in the past.

Mr. Krisky stated that it seemed that the VEB was also concerned about the sign height.

Mr. Kauderer stated that for the public hearing, the neighbors will be notified and therefore, can voice their opinions.

Mr. Anderson noted that the sign was a newer version of the same sign, that is, it was made of aluminum and newer branding. Mr. Anderson showed the signage on the plans to the Board members.

Ms. Allen expressed concern about the lights and its effect on the roads and the neighbors. She explained that, in the past, the Board had worked very hard on this issue so that the lights did not shine on the road. Ms. Allen added that the Planning Board had required that the lights not leave the property.

Mr. Giordano stated that nothing has changed with regard to lighting. This had been agreed upon in 2002. They were not adding any lights, just installing energy efficient bulbs.

Mr. Kauderer stated that a public hearing would be called for the next meeting on October 11<sup>th</sup>.

#### **APPROVAL OF MINUTES**

A motion to approve the minutes, as amended, of August 23, 2011 was made by Mr. Krisky, seconded by Ms. Allen, and carried by a vote of 3-0 all in favor.

#### **6. ADJOURNMENT**

There being no further business to come before the board, the meeting was duly adjourned at 8:40 p.m.

Respectfully submitted,

Ronnie L. Rose  
Planning Board Secretary